

Minicucci, Bob

From: Minicucci, Bob
Sent: Tuesday, June 12, 2007 10:10 AM
To: Will Abbott; Andrea O'Brien; Chris Rawnsley; Ira Leighton; Jean Holbrook; Michelle Hamm; Nancy Girard; Patti Carrier; Susan Studlien; Tom Davanzo; Tom Kelly; Yergeau, Sharon; Alice Chamberlin; Amy Ignatius; Betsy Blaisdell; Beverly Fischer; Brian Duffy; Burack, Thomas S; Cartier, Rudy; Charles Vidich; D. Dickinson Henry; Dennis Sasseville; Jasen Stock; Jim Bruss; John MacClean; Justin Bielagus; Kendall Buck; Linda Landis; Mary Collins; Melissa Hoffer; Michael Cimis; Michael Giaimo; Perelli, Vince; Robert Fox
Subject: NH DES ELI project: minutes of work group meeting 6/7/07

Hello - This message serves to record & communicate the discussions at the Thursday, June 7, workgroup meeting.

These minutes are subject to the review of the attendees. If I've mis-represented things, please let me know.

Work group #3, Business school curriculums, met on Thursday June 7 from approximately 2 PM to 3 PM at DES offices, 29 Hazen Drive, Concord, Room 114. Attendees were: Jean Holbrook, USEPA Reg 1; Bob Minicucci, DES; Dennis Sasseville, Prizim Consulting.

The issue this work group looks to address is to see how to place sustainability issues into the curriculums of college business schools in NH.

We know that many schools already do this. Duke University was mentioned, as was Antioch New England in NH and Marlboro College in Brattleboro VT. Other NH schools, incl. UNH (Durham & Manchester), Dartmouth, and Franklin Pierce may be also. There are national organizations tracking or promoting this idea, see <http://www.beyondgreypinstripes.org/index.cfm> (run by a team of the Aspen Inst. and the World Resources Inst.) for a ranking of MBA programs for sustainability issues.

There was a question if DES's goal is to see 'specialist-MBAs' produced, or to have all MBA students exposed to sustainability concepts: the goal of this grant is the latter. As corporate governance becomes more of an issue, and as people get more used to the reporting requirements of Sarbanes-Oxley, 'sustainability' could be an easy sell.

What we need to do is get information to schools to convince them that their customers (i.e., organizations that would hire their graduates) need people knowledgeable on sustainability issues. What information to deliver, and how to deliver it, became the focus of the discussions.

We came to the conclusion that business leaders, as these schools' customers, would be best to deliver the message that 'we need graduates who understand sustainability.' We discussed who that might be - any number of Performance Track members were mentioned, as were Ray Andersen at Interface Carpets, the Hirschbergs at Stonyfield Yogurt, and Timberland Corp. We'd like these people to bring 'double (or triple) bottom line' messages to the schools.

We discussed how to approach the schools. We could hold a conference, but we thought it would be more effective to gain speaking space at an existing conference. DES will contact DRED to explore this idea. A big name as plenary speaker would be ideal.

We need to assess what's out there now, which probably means browsing school catalogues. These catalogues can be hard to find without going to each campus.

We agreed that some preliminary meetings with individual business schools/departments are in order to gauge interest and/or skepticism, to learn what their individual specialties are, and to see what they may be hearing from their students.

For future activities for this work group, I would like to spend some time assessing the current state of affairs and then get back to you all. I think a good starting point is the NH College and University Council.

Thank you all,
Bob Minicucci
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